

**REMARKS**

Claims 1-20 are pending in this application. By this Amendment, claims 1-8 and 11-20 are amended. No new claims are added. No new matter is added.

The courtesies extended to Applicant's representative by Examiners Jeffrey Williams and Anand Rao during the interview held June 16, 2011, are appreciated. The reasons presented at the interview as warranting favorable action are incorporated into the remarks below, which constitute Applicant's record of the interview.

Claims 1-3, 11-15, 16, 19 and 20 are rejected under 35 U.S.C. §101 because the Examiner alleges that the claimed invention is directed to non-statutory subject matter. Claims 1-3 and 16 have been amended to recite a "non-transitory" computer readable medium to preclude a transmission type medium. Claims 11-15, 19 and 20 have been amended to recite a "non-transitory computer readable medium embedded with a program" to require a physical article and preclude transmission type media. Accordingly, it is respectfully submitted that the rejections under 35 U.S.C. §101 have been overcome.

Claims 11-14, 19 and 20 are rejected under 35 U.S.C. §112, second paragraph, because the Examiner alleges that these claims are omnibus claims. As discussed above, claims 11-14, 19 and 20 have been amended to require a physical article that precludes transmission type media that causes a computer to execute recited steps. Accordingly, it is respectfully submitted that the rejection under 35 U.S.C. §112, second paragraph, has been overcome.

Claims 1-3 and 16 are rejected under 35 U.S.C. §102(b) as being anticipated by Isao (JP 2002-123842). This rejection is respectfully traversed.

As discussed during the June 16, 2011 interview and as further indicated in the Examiner's Interview Summary dated July 6, 2011, Examiners Williams and Rao agreed that Isao does not disclose or suggest processing video data, however, the Examiners alleged that

"video data" as recited in the original claims was not clearly distinguished from still image data processing. Specifically, the Examiners alleged that the term "video image data to be processed sequentially" does not necessarily require a correlation between the image segment (i.e., as in sequential frames of a video), and thus asserted that Isao can be broadly interpreted to disclose processing unrelated images in sequence. Accordingly, agreement was reached between the Applicant's representative and Examiners Williams and Rao to change the term "pieces of video image data to be processed sequentially," to "pieces of sequentially correlated video image data to be processed sequentially" in claims 1-3 and 16 (as well as claims 4-5, 7-8, 11-15 and 18), to require a correlation between the pieces of video image data to distinguish over Isao. These features have been included by the above amendments and it is respectfully submitted that claims 1-3 and 16 are patentable over Isao.

Claims 4-10, 17 and 18 are rejected under 35 U.S.C. §103(a) as being unpatentable over Isao in view of Jun (JP09-044932). This rejection is respectfully traversed.

During the June 16, 2011 interview, and as evidenced in the Examiner's comments provided in the July 6, 2011 Examiner's Interview Summary, Applicant's representative argued that Jun fails to disclose or suggest "an embedding unit operable to embed barcode image data corresponding to...each of the plurality of pieces of sequentially correlated video image data," as recited in claim 4, and similarly recited in claims 5-10, 17 and 18.

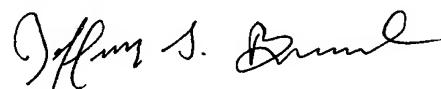
It is respectfully submitted that Jun discloses compounding a barcode with an entire video for tagging or labeling the video for menuing purposes in an onscreen television menuing system, for example, to select an upcoming program to watch and record. *See* Jun at paragraphs [0019] - [0022]. Jun's use of the barcode means, simply, that the barcode could be provided in the video-blanking interval of an analog television signal. In contrast, the pending claims recite that the embedded barcode image correspond to the plurality of pieces of sequentially correlated image data for the purpose of, for example, sequentially correlating

the pieces of video image data. *See* at least paragraphs [0044] - [0045] and Fig. 3. This difference, in addition to "sequentially correlated" video image data required in claims 4-10, 17 and 18, distinguishes over the combination of the cited references. Accordingly, it is respectfully submitted that claims 4-10, 17 and 18 are patentable over Isao and Jun.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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Enclosure:

Petition for One-Month Extension of Time

Date: July 21, 2011

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